



www.kpho.com

**CBS5**  
**Meredith Corporation**  
**FED ID# 42-0410230**  
**4016 N Black Canyon**  
**Phoenix, AZ 85017**  
**(602)264-1000**

# CONTRACT

<u>Contract / Revision</u> 499954 / 1		<u>Alt Order #</u> 06390908
<u>Product</u> AMERICAN COMMITMENT		
<u>Contract Dates</u> 10/31/12 - 11/06/12		<u>Estimate #</u> 597
<u>Advertiser</u> American Commitment		<u>Original Date / Revision</u> 10/31/12 / 10/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KPHO	<u>Account Executive</u> Matt Norten	<u>Sales Office</u> HRP-WASHING
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Mentzer Media Services, Inc.**  
**600 Fairmount Avenue**  
**Suite 306**  
**Towson, MD 21204**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	KPHO	10/31/12	11/02/12	CBS 5 NEWS @ 6A	M-F 6-7a		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$350.00			
2	KPHO	10/31/12	11/02/12	CBS 5 NEWS @ NOON	M-F 12p-1230p		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$500.00			
3	KPHO	10/31/12	11/02/12	CBS 5 NEWS @ 530P	M-F 530p News		:30			NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$1,400.00			
4	KPHO	10/31/12	11/02/12	CBS 5 NEWS @ 630P	M-F 630PM News		:30			NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$1,700.00			
5	KPHO	10/31/12	11/02/12	CBS 5 NEWS @ 10P	M-F 10p-1035p		:30			NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$2,400.00			
6	KPHO	11/03/12	11/03/12	NCAA F-Ball Prime	NCAA F-Ball Prime		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1-				1	\$2,000.00			
7	KPHO	11/04/12	11/04/12	CBS SUNDAY MORNING	Various		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$1,500.00			
8	KPHO	11/04/12	11/04/12	60 MINUTES	Sun 6p-7p		:30			NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$12,000.00			
9	KPHO	11/04/12	11/04/12	Su Late News	Su 10p-1035p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$1,800.00			
10	KPHO	11/05/12	11/06/12	CBS 5 NEWS @ 6A	M-F 6-7a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$350.00			
11	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ NOON	M-F 12p-1230p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision		Alt Order #
499954 / 1		06390908
Contract Dates	Product	Estimate #
10/31/12 - 11/06/12	AMERICAN COMMITTEE	597
Advertiser		Original Date / Revision
American Commitment		10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	2-----				2	\$500.00			
12	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ 530P	M-F 530p News		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,400.00			
13	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ 630P	M-F 630PM News		:30			NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	2-----				2	\$1,700.00			
14	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ 10P	M-F 10p-1035p		:30			NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	2-----				2	\$2,400.00			
15	KPHO	10/31/12	11/02/12	CBS 5 NEWS @ 6A	M-F 6-7a		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$450.00			
16	KPHO	10/31/12	11/02/12	CBS EARLY SHOW	M-F 7a-9a		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$500.00			
17	KPHO	10/31/12	11/02/12	CBS 5 NEWS @ NOON	M-F 12p-1230p		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$1,200.00			
18	KPHO	10/31/12	11/02/12	ANDERSON COOPER	M-F 358p-458p		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$500.00			
19	KPHO	10/31/12	11/01/12	CBS 5 NEWS @ 5P	M-F 5p-530p		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WT---				2	\$1,800.00			
20	KPHO	10/31/12	11/02/12	CBS 5 NEWS @ 530P	M-F 530p News		:30			NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$1,600.00			
21	KPHO	10/31/12	11/02/12	CBS 5 NEWS @ 630P	M-F 630PM News		:30			NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$2,500.00			
22	KPHO	10/31/12	11/02/12	CBS 5 NEWS @ 10P	M-F 10p-1035p		:30			NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$3,000.00			
23	KPHO	10/31/12	10/31/12	CRIMINAL MINDS	Wed 8p-9p		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$7,500.00			
24	KPHO	10/31/12	10/31/12	CSI:CRIME SCENE INVESTI	Wed 9p-10p		:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$10,000.00			
25	KPHO	11/01/12	11/01/12	PERSON OF INTEREST	Thu 8p-9p		:30			NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$15,000.00			
26	KPHO	11/01/12	11/01/12	ELEMENTARY	Thu 9p-10p		:30			NM	1	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$13,000.00			
27	KPHO	11/02/12	11/02/12	Undercover Boss	Fri 7p-8p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$5,000.00			

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499954 / 1	06390908

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/31/12 - 11/06/12	AMERICAN COMMITTEE	597

<u>Advertiser</u>	<u>Original Date / Revision</u>
American Commitment	10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
28	KPHO	11/02/12	11/02/12	CSI:NY	Fri 8p-9p		:30			NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$8,000.00			
29	KPHO	11/02/12	11/02/12	BLUE BLOODS	F 9p-10p		:30			NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$11,000.00			
30	KPHO	11/03/12	11/03/12	NCAA F-Ball Prime	NCAA F-Ball Prime		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$3,000.00			
31	KPHO	11/03/12	11/03/12	Sa Late News	Sa 10p-1035p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,500.00			
32	KPHO	11/03/12	11/03/12	LEVERAGE	Sat 1035p-1135p		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				2	\$150.00			
N 33	KPHO	11/04/12	11/04/12	NFL Doubleheader-E	NFL Doubleheader		:30			NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				2	\$5,000.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KPHO	10/29/12-11/04/12	NFL Doubleheader-E	NFL Doubleheader	-----Su	:30	\$5,000.00	NM		
See MG 33.3												
		3	KPHO	11/03/12-11/03/12	NCAA F-Ball Prime	NCAA F-Ball Prime	-----Sa--	:30	\$5,000.00	NM		
Ⓜ MG for 33.1 11/04												
34	KPHO	11/04/12	11/04/12	CBS 5 NEWS @ 530P	Su 530p-6p		:30			NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,200.00			
35	KPHO	11/04/12	11/04/12	AMAZING RACE	Sun 7p-8p		:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$10,000.00			
36	KPHO	11/04/12	11/04/12	THE GOOD WIFE	Sun 8-9p		:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$10,000.00			
37	KPHO	11/04/12	11/04/12	Sun 10PM News	Su 10PM News		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,000.00			
38	KPHO	11/05/12	11/06/12	CBS 5 NEWS @ 6A	M-F 6-7a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$450.00			
39	KPHO	11/05/12	11/06/12	CBS EARLY SHOW	M-F 7a-9a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$500.00			
40	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ NOON	M-F 12p-1230p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,200.00			
41	KPHO	11/05/12	11/05/12	ANDERSON COOPER	M-F 358p-458p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$500.00			
42	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ 5P	M-F 5p-530p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12   11/11/12   M-----   1   \$1,800.00												
43	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ 530P	M-F 530p News		:30			NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12   11/11/12   M-----   1   \$1,600.00												
44	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ 630P	M-F 630PM News		:30			NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12   11/11/12   M-----   1   \$2,500.00												
45	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ 10P	M-F 10p-1035p		:30			NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12   11/11/12   M-----   1   \$3,000.00												
46	KPHO	10/31/12	11/02/12	DAVID LETTERMAN	M-F 1035p-1138p		:30			NM	1	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12   11/04/12   --WTF--   1   \$900.00												
47	KPHO	11/03/12	11/03/12	Sat 5a-7a	Sat AM		:30			NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12   11/04/12   -----S-   1   \$300.00												
<b>Totals</b>											<b>80</b>	<b>\$202,700.00</b>

\*Tax 1 Note: Tax 0.5%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/06/12	80	\$202,700.00	\$172,295.00	\$861.48	\$173,156.48
<b>Totals</b>	<b>80</b>	<b>\$202,700.00</b>	<b>\$172,295.00</b>	<b>\$861.48</b>	<b>\$173,156.48</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

OCT. 30. 2012 10:51AM  
TO: HRP DC

MENTZER MEDIA

NO. 6826 P. 1/2

NAB Form PB-17 Issues

Matt Norten

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <u>KPHO-TV</u>	Date: <u>10/27/12</u>
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I, LAUREN SCHUMACHER  
do hereby request station time concerning the following issue:

<u>AMERICAN COMMITMENT</u>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<u>10/31-</u> <u>11/6</u>			

Total Charges: \$153,650 (GROSS)

This broadcast time will be used by: AMERICAN COMMITMENT

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☐ No

NAB Form PB-17 Issues

Matt Norton

**AGREEMENT FORM FOR  
NON-CANDIDATE/ISSUE ADVERTISEMENTS**

<b>Station and Location:</b> KPHO-TV	<b>Date:</b> 10/27/12
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I, Lauren A. Schumacher  
do hereby request station time concerning the following issue:

American Future Fund
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

<b>Total Charges:</b> \$ 28,450	GROSS
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This broadcast time will be used by: American Future Fund

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input type="checkbox"/> No